

BayArea Plan

TO: Administration Committee

DATE: February 6, 2013

FR: Executive Director

W.I. 1611

RE: Contract – Bay Area Regional Prosperity Plan Project: Regional Economic Development Strategy – San Francisco Planning and Urban Research Association (SPUR) (\$450,000)

This memorandum seeks Committee approval of a contract with SPUR in an amount not to exceed \$450,000 to develop a Regional Prosperity Plan Economic Development Strategy.

Background:

Pursuant to the grant agreement with US Department of Housing and Urban Development (HUD), the Regional Prosperity Plan includes the creation of a Regional Economic Development Strategy to expand economic opportunities for low and moderate-income workers in the Bay Area. On January 11, 2013, the MTC Planning Committee and ABAG Administration Committee delegated project selection for consultant assistance for the Prosperity Plan to the Prosperity Plan Steering Committee, with contract execution subject to the authority of MTC's Administration Committee.

Procurement Process:

On Wednesday, November 21, 2012, MTC and ABAG released a Request for Proposals (RFP) for the Regional Economic Development Strategy project. Given the broad scope of the project, proposers were encouraged to form multi-disciplinary teams that represented a range of expertise drawn from multiple sectors within the region. Two (2) proposals were submitted for the RFP by the following consultant teams:

- SPUR with the following partners: Bay Area Council Economic Institute, Working Partnerships USA, San Mateo County Union Community Alliance, and Center for Continuing Study of the California Economy.
- The Planning Center (TPC) with the following partners: BAE Urban Economics and Davis & Associates Communications.

A selection panel composed of co-chairs of the three working groups (or their proxies in case of a conflict of interest) as well as MTC and ABAG staff evaluated both proposals and recommended the SPUR team to the Plan Steering Committee for award of contract. On January 11, 2013, the Plan Steering Committee approved this recommendation.

The consultant team will develop a regional strategy and a prioritized list of potential pilot projects that can improve access to quality jobs for low- and moderate-income workers in the Bay Area. The scope of work will involve conducting technical analysis to identify needs and barriers to opportunity, engaging local and regional stakeholders in validating findings and developing recommendations, and engaging Prosperity Plan working groups and the Steering Committee in the planning process. The project is anticipated to start in March 2013 and end by May 2014.

Recommendation:

Staff is requesting authorization for the Executive Director or the designee to negotiate and enter into a contract in an amount not to exceed \$450,000 with SPUR to develop the Regional Economic Strategy Development.

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Steve Heminger

VS:SH

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1611

Consultant: San Francisco Planning and Urban Research Association (SPUR),
San Francisco, CA

Work Project Title: Bay Area Regional Prosperity Plan: Regional Economic Development
Strategy

Purpose of Project: To assist MTC and ABAG with the development of a regional
framework for expanding economic opportunities for low- and
medium-income workers in the Bay Area.

Brief Scope of Work: Conduct technical analysis to identify needs and barriers to
opportunity, engage local and regional stakeholders in validating
findings and developing recommendations, engage Prosperity Plan
working groups and Steering Committee in the process, and identify a
prioritized list of potential pilot projects.

Project Cost Not to Exceed: \$450,000

Funding Source: US Department of Housing and Urban Development Bay Area
Regional Prosperity Plan Grant

Fiscal Impact: The project not to exceed amount is included in the grant budget for
developing the Regional Economic Development Strategy.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate
and enter into a contract with SPUR to develop the Regional Economic
Development Strategy as described above and in the Executive
Director's February 6, 2013 memorandum and the Chief Financial
Officer is authorized to set aside funds not to exceed \$450,000 for such
contract.

Administration Committee:

Dave Cortese, Chair

Approved:

Date: February 13, 2013